

South Bend's SPRING FASHION WEEK

March 9th, 10th, 11th, 12th and 13th

Presenting to South Bend and vicinity the true story of Fashion's latest decrees for Spring 1915. Whether it concern the correct attire for Men and Women during the coming season—or whether it be in the interest of the home

South Bend Stores Will Display It Fashion Week

Throughout the length and breadth of this land there is a stirring—an awakening of interest as the new season approaches.

There is a question in every woman's mind—and most every man's, too—"What is the New in Spring Styles? What will be worn this season?"

South Bend merchants have solved the question for all. The above dates will unfold a beautiful display of what is authentically correct for Spring—both in wearing apparel—and in suggestions for the home. The programme herewith follows:

Grand Opening Display of Windows Tuesday Evening, March 9th 7:45 O'clock

7:15 P. M. Business district darkened—ancient lighting system of lanterns carried by boys, being the only illumination.

7:30 P. M. A bomb will be exploded at Michigan street and Washington avenue, followed by other bomb explosions at street intersections in business district. Fire works display.

7:45 P. M. Second bomb explosion a signal for the opening of all display windows, which will have been screened from the public all day Monday and Tuesday.

8:00 P. M. Escorting o. "Miss South Bend through the busi-

ness district by a band. The name of the young woman representing "Miss South Bend" will be flashed in electric lights from the top of a conspicuous building. "Miss South Bend" will be accompanied by a young man, both being attired in the latest styles.

The remainder of the evening will be spent in viewing the elaborate window displays.

Wednesday, Thursday and Friday will be devoted to visiting the stores, viewing the styles and learning the true story of the Fashions for Spring.

Plan to visit South Bend stores
Spring Fashion Week
Learn the authentic Styles for Spring.

What is the Mode of the Fashions for Spring?
Spring Fashion Week
In South Bend stores will tell you.

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